

ABSTRAK

Sasanti Suryabetari, 111211132026, Hubungan antara *Self-Esteem* dengan *Compulsive Buying Disorder* pada Wanita Dewasa Awal, skripsi, Fakultas Psikologi Universitas Airlangga Surabaya, 2016. xx + 93 halaman, 10 lampiran.

Penelitian ini bertujuan untuk mengetahui apakah terdapat hubungan antara *self-esteem* dengan *compulsive buying disorder* pada wanita dewasa awal. *Self-esteem* yang dimaksud adalah sikap, baik positif maupun negatif, terhadap diri sendiri. *Compulsive buying disorder* adalah perilaku berbelanja abnormal yang tidak terkendali, berulang dan merupakan respon atas peristiwa atau emosi negatif. *Compulsive buying disorder* memiliki lima aspek didalamnya, yaitu aspek *tendency to spend*, *drive to spend*, *feeling about shopping and spending*, *dysfunctional spending*, dan *post-purchase guilt*.

Penelitian ini dilakukan pada wanita dewasa awal di Surabaya yang berbelanja setidaknya 3 kali seminggu. Jumlah subjek dalam penelitian ini sebanyak 117 orang dengan rentang usia 18-25 tahun. Peneliti menggunakan alat ukur yang *Rosenberg Self-Esteem Scale* (R-SES) yang telah diadaptasi kedalam bahasa Indonesia oleh Azwar (2011) untuk mengukur *global self-esteem*, yang terdiri dari 10 aitem. Peneliti menggunakan *Edwards Compulsive Buying Scale* (ECBS) yang dikembangkan oleh Edwards (1993), terdiri dari 13 aitem. Skala R-SES menunjukkan nilai reliabilitas sebesar 0,814 dan ECBS sebesar 0,836. Analisis data dilakukan dengan teknik statistik korelasi *product moment* dari *Pearson*, dengan bantuan SPSS 16.0 for windows.

Berdasarkan hasil analisis data dari penelitian diperoleh nilai p sebesar 0,425 dengan nilai korelasi antar variabel sebesar 0,075. Kesimpulan dari penelitian ini adalah kedua variabel tidak berhubungan dan tidak signifikan.

Keywords : *self-esteem*, *compulsive buying disorder*, wanita dewasa awal, perilaku berbelanja.

Daftar Pustaka, 59 (1985-2016)

ABSTRACT

Sasanti Suryabetari, 111211132026, *The relationship of Self-Esteem on Compulsive Buying Disorder in Young Adult Women*, Undergraduate Thesis, Faculty of Psychology Universitas Airlangga Surabaya, 2016. xx + 93 pages, 10 appendixes.

This research aims to determine the association of self-esteem with compulsive buying disorder in young adult women. Self-esteem is one's attitude and evaluation of oneself, be it positive or negative. Compulsive buying disorder is an chronic shopping behavior that is repetitive and may be done as a response to a negative event or emotion. Compulsive buying disorder consists of five distinct aspects, tendency to spend, drive to spend, feeling about shopping and spending, dysfunctional spending, and post-purchase guilt.

This research was conducted on young adult women in Surabaya who went shopping for at least three times a week. There were 117 participants, all aged 18 to 25 years. The measuring instrument used to measure self-esteem in this research was the Indonesian version of Rosenberg Self-Esteem Scale (RSES) translated and published by Azwar (2011) consisting of 10 items. Edwards Compulsive Buying Scale (ECBS) which was developed by Edwards (1993) was also used in this research to measure compulsive buying disorder, the scale consists of 13 items. Both RSES and ECBS showed high reliability, scoring as high as 0,814 and 0,836 respectively. Data analysis was performed using the Pearson product moment correlation with the help of SPSS 16.0 for windows.

Result shows correlation value of 0,075 between two variables with a significant degree amount of 0,425. It can be concluded if there is no significant relationship between the two variables of this research.

Keywords : self-esteem, compulsive buying disorder, young adult women, shopping behavior.

References, 59 (1985-2016)